DATE: 05/06/91	SALES INFORMATION SYSTEM	TIME: 15:10
SUBJECT: WAKEFERN FOOD CORPORATION		SENDER: NICK KURUC 1240

TO: ALL DM'S WITH SHOP RITE STORES

CC: ALL SALES PERSONNEL

D.M. 15/2/4

T&D 15/4/91

S.R.M. 1 11

S.A.M. 15/19/

SUBJECT: SHOP RITE
STERLING/MAGNA PROGRAM

DEAR MANAGERS:

PLEASE ENSURE THAT YOUR PEOPLE USE THE FOLLOWING GUIDELINES WHEN CONTACTING SHOP RITE STORES IN CONJUNCTION WITH THE STERLING/MAGNA PROGRAM:

> FOODARAMA WILL CONDUCT ITS OWN PRODUCT INVENTORY FROM THE SCANNING SYSTEM.
> BIG V WILL BE HANDLED BY CAM, G. P. BUCHAS
> VILLAGE SUPERMARKETS, SHOP RITE SUPERMARKETS
- RJR SALES REPRESENTATIVES CONDUCT ~~STORE~~ SURVEYS BEGINNING WEDNESAY, MAY 8. FORWARD INVENTORIES TO G. N. KURUC, DIVISION 1240. NO PAYMENTS TO BE MADE AT STORE LEVEL. VILLAGE AND SRS WILL BE PAID BY DIVISION 1240.

> CHAINS WITH FOUR (4) OR MORE STORES SHOULD BE CONTACTED BY RESPONSIBLE DIVISION. CHAINS OF THIS SIZE HAVE REQUESTED PAYMENT AT HEADQUARTERS.
> CHAINS OF LESSS THAN FOUR (4) STORES, OR INDIVIDUALLY OWNED SHOP RITES HAVE REQUESTED THAT THE PAYMENT FOR MARKDOWN BE MADE AT STORE LEVEL.

THE ABOVE GUIDELINES WERE DECIDED UPON BY THE WAKEFERN BUYING COMMITTEE, AT ITS WEEKLY MEETING ON MONDAY, MAY 6.

IF YOU HAVE ANY QUESTIONS, OR REQUIRE FURTHER CLARIFICATION PLEASE CONTACT ME.

REGARDS,
NICK
G. N. KURUC, JR.
GNK/FR
M-2
CC: M. A. YOUNG
J. P. RENEHAN
B. G. NORMAN, JR
L. A. SASSO
NASA

*** END OF MESSAGE ***

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